

## Message Text

UNCLASSIFIED

PAGE 01 STATE 289860  
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 AID-05 CIAE-00 FRB-01  
INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06  
SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-05  
CEA-01 L-03 H-02 PA-02 PRS-01 IGA-02 ITC-01  
CTME-00 /104 R

DRAFTED BY COM/OIM/SAD/WBTYRRELL/DCG

APPROVED BY EA/EP:DHSTEBBING

COM/OIM/SAD/RGOOTENBERG

COM/OIM/JAPAN/REISELT

COM/OIM/DM/CJBARRETT

COM/DEPD/JMILLER

COM/OIM/RGARNITZ

COM/DAS/BIEPR/SSKATZ

COM/DAS/IC/WDMORAN

EA/J:HCOCHRAN

-----061723 060116Z /72

P 052231Z DEC 77  
FM SECSTATE WASHDC  
TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 289860

E.O. 11652: NA

TAGS: BEXP, JA

SUBJECT: PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN

REF: TOKYO 17696

SUMMARY: USDOC ENTHUSIASTICALLY ENDORSES AND SUPPORTS  
POSTS PROPOSAL FOR CONSUMER GOODS IMPORT STIMULATION IN  
COOPERATION WITH JAPANESE INSTITUTE FOR DISTRIBUTION  
RESEARCH (IDR). USDOC SUGGESTS REFTEL PARA 4 AND 5 FORMAT  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 289860

BE EXPANDED TO INCLUDE COMBINED CATALOG AND PRODUCT SAMPLE  
DISPLAY WITH U.S. INDUSTRY TECHNICAL REPRESENTATIVE  
(ITR) PRESENT.

1. FOR CLARIFICATION, POST-PROPOSED CONSUMER GOODS CATALOG  
PROMOTION AS PRESENTED IN REFTEL IS SEEN AS A NON-FEE  
DISPLAY OF CONSUMER GOODS CATALOGS WITH PRICES (AND LISTED

AGENTS, IF REPRESENTED) IN FULL VARIETY OF PRODUCT CLASSIFICATIONS INCLUDING, E.G.: (A) APPAREL: MENS/WOMENS/CHILDRENS; (B) FOOTWEAR; (C) HOUSEWARES/APPLIANCES/HARDWARE; (D) LINENS/DRAPERY/CARPETS; (E) GLASSWARE; (F) SPORTING GOODS; (G) TOYS AND GAMES; (H) FURNITURE; (I) COSMETICS/BEAUTY AIDS; (J) NOVELTIES/NOTIONS/STATIONERY/JEWELRY. STORE BUYERS VISITING EXHIBITION COULD

SELECT ITEMS FOR PURCHASE. PRESUMABLY PRODUCT CATEGORIES WOULD BE REALISTICALLY SET TO MATCH MOST EASILY COORDINATED IMPORT-AGENT CHANNELS, AND HAVE BENEFIT OF SOME IDR ADVANCE ARRANGEMENT TO FACILITATE IMPORT AND CUSTOMS DUTIES FOR FAST DELIVERY.

2. BASED UPON PAST EXPERIENCE IN NUMEROUS CATALOG EXHIBITIONS, CONSUMER PRODUCT PROMOTIONS, AND MOST RECENTLY, U.S. HOUSEWARES UNIVERSAL SHOWCASE (USHUS) VTR-EXHIBITION IN TEN MARKETS, USDOC STRONGLY RECOMMENDS INCLUSION OF PRODUCT SAMPLES AS KEY TO CONSUMER GOODS BUYER ACTION. USDOC WOULD THEREFORE PROPOSE THE IMPORT STIMULATION PROGRAM BE CONDUCTED IN TWO STEPS (A) A MAJOR USTC/TOKYO EVENT WITH SAMPLES, CATALOGS AND PRESENCE OF U.S. INDUSTRY TECHNICAL REPRESENTATIVE (ITR) TO TALK, E.G. ON WORLDWIDE BUYER SELECTIONS OF U.S. HOUSEWARES AND HOME FURNISHINGS; (B) A SUBSEQUENT YEAR-ROUND IDR DISPLAY (POSSIBLY AT HARUMI PIER) WITH MONTHLY FEATURED UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 289860

PRODUCT CLASSIFICATION TO MATCH SEASONAL DEMAND, ALSO WITH ITR BROUGHT IN TO MATCH MONTHLY THEME, I.E. SPORTING GOODS, (NICKLAUS, PALMER, REGGIE JACKSON) AND TIMED TO FOLLOW U.S. ASSOCIATION TRADE SHOW ON SAME THEME, WITH SLIGHT TIME-LAG TO PERMIT U.S. ASSOCIATION SOLICITATION OF TRADE SHOW PARTICIPANTS FOR UPDATING TOKYO DISPLAY.

3. POST PROPOSAL ALSO TIMELY FROM STANDPOINT OF USE OF ALREADY PREPARED HOUSEWARES VIDEO TAPE EXHIBITION OF 30 U.S. MANUFACTURERS COMPLETE WITH PRODUCT SAMPLES. USHUS LOCATIONS ORIGINALLY INCLUDED TOKYO, HENCE SAMPLES ARE NOW ON HAND AT NEW YORK FREIGHT FORWARDER, READY FOR SHIPMENT TO TOKYO WITH VTR TAPES.

4. USDOC READY TO ASSIST IDR TEAM JANUARY/FEBRUARY, 1978 VISIT TO U.S. PROPOSED ATTENDANCE AT NATIONAL HOUSEWARES EXHIBITION, MCCORMICK PLACE, CHICAGO, JANUARY 16-19, 1978, AND HOBBY INDUSTRY ASSOCIATION TRADE SHOW, HOUSTON, TEXAS, JANUARY 29-FEBRUARY 1, 1978, COULD BE SUPPLEMENTED WITH ATTENDANCE AT MANY OTHER JANUARY/FEBRUARY EXHIBITIONS IN SUGGESTED PRODUCT CATEGORIES, PARA 1, IF DESIRED. AFTER POST REPLY, USDOC WILL SUBMIT LIST OF CONSUMER GOODS

SHOWS IN U.S. WHICH SUGGEST IDR TEAM MAY VISIT.

5. REFTEL PARA 2 IDR RETAIL MEMBER PROMOTION CAMPAIGN (APPA) COULD WELL BE TIED TO USTC VISIT AND SUBSEQUENT VISITS AT PERMANENT IDR DISPLAY. CATALOG DISPLAY TRANSLATION AND COLOR COPYING FACILITIES WOULD ALSO FIT PERMANENT IDR DISPLAY CONCEPT.

6. PLEASE ADVISE DETAILS OF IDR TEAM U.S. BUYING JANUARY VISIT, ALSO FORMAT AND PROPOSED DATES OF IMPORT PROMOTION. USDOC WILL BE GLAD TO CONTACT U.S. ASSOCIATIONS NOTED IN REFTEL AS WELL AS FOLLOWING ADDITIONS ON BEHALF OF JANUARY IDR TEAM VISIT, AND ON PARTICIPATION IN UPCOMING PROMOTION:

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 289860

DOLPH ZAPFEL, MANAGING DIRECTOR  
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION  
1130 MERCHANTISE MART  
CHICAGO, ILLINOIS 60654

ROBERT F. YOUNGBLOOD, ASST. EXECUTIVE DIRECTOR  
NATIONAL SPORTING GOODS ASSOCIATION  
717 N. MICHIGAN AVENUE  
CHICAGO, ILLINOIS 60611

ELLIS MEREDITH, EXECUTIVE VICE PRESIDENT  
AMERICAN APPAREL MANUFACTURERS ASSOCIATION  
1611 N. KENT STREET  
ARLINGTON, VIRGINIA 22209

SAMUEL R. MITCHELL, MANAGING DIRECTOR  
AMERICAN HARDWARE MANUFACTURERS ASSOCIATION  
117 EAST PALATINE ROAD  
PALATINE, ILLINOIS 60067

WALTER W. ARMATYS, EXECUTIVE DIRECTOR  
TOY MANUFACTURERS OF AMERICA, INC.  
200 FIFTH AVENUE  
NEW YORK, NEW YORK 10010

DONALD V. REED, MANAGING DIRECTOR  
AMERICAN GLASSWARE ASSOCIATION  
BOX 267, GLASSWARE PLAZA  
BRONXVILLE, NEW YORK 10708

P. DOUGLAS KERR, EXECUTIVE VICE PRESIDENT  
SOUTHERN FURNITURE MANUFACTURERS ASSOCIATION  
UNCLASSIFIED

UNCLASSIFIED

PAGE 05 STATE 289860

P.O. BOX 951  
HIGH POINT, NORTH CAROLINA 27261

JAMES H. MERRITT, PRESIDENT  
COSMETIC, TOILETRY AND FRAGRANCE ASSOCIATION, INC.  
1133FIFTEENTH STREET, N.W.  
WASHINGTON, D.C. 20005

MARK E. RICHARDSON II, PRESIDENT, AMERICAN FOOTWEAR  
INDUSTRIES ASSOCIATION, INC., 1611 N. KENT ST.,  
ARLINGTON, VIRGINIA 22209 VANCE

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 05-Dec-1977 12:00:00 am  
**Decapton Date:** 01-Jan-1960 12:00:00 am  
**Decapton Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977STATE289860  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** OIM/SAD/WBTYRRELL/DCG  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770451-0283  
**Format:** TEL  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19771292/aaaadads.tel  
**Line Count:** 186  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 6f08bc0b-c288-dd11-92da-001cc4696bcc  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 TOKYO 17696  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 03-Feb-2005 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 357663  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN  
**TAGS:** BEXP, JA  
**To:** TOKYO  
**Type:** TE  
**vdkgvgwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/6f08bc0b-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009